These clips represent hundreds of other similar clips. They indicate the widespread use of the American Cancer Society's filmstrip, "To Smoke Or Not To Smoke," and accompanying publicity.

THE MIAMI HERALD
Miami, Florida
October 26, 1960

From Cancer Society

1005152198

Children Get Anti-Cigaret Message

NEW YORK — (UPI) — A cigaret-smoking education campaign among school children was described Tuesday by the American Cancer Society as "a major cancer prevention program of public education."

The society's public relations director, Walter G. James, said the cigaret education program is being carried to high school students throughout the nation in cooperation with school officials.

James made the statements in a report submitted Tuesday to the annual meeting of the American Cancer Society which runs through Friday.

He said the society's color-sound filmstrip "To Smoke Or Not To Smoke" has had a record response as an education tool on cancer.

"More than 10,000 copies of the filmstrip, together with related material, have been distributed in the last eight months," James said.

The filmstrip stresses that the best prevention against lung cancer is not smoking. A leaflet distributed with it states "most scientists agree that cigaret smoking is a major cause of lung cancer."

Also included in the "cigaret kit" is a chart entitled "More Cigarets, More Lung Cancer." It says: "What are your chances of getting lung cancer? It depends on how much and how long you have smoked. Half a pack of cigarets a day? Your risk goes up eight times. Two packs or more? Twenty times greater."

James said the Illinois, Pennsylvania, Missouri and California divisions of the cancer society had put about 3,000 of the anti-cigaret filmstrips in use.

As a result of first reaction to the program, James said, the society is considering the calling of a youth conference on smoking, featuring teenage leaders from all nations.

TIMES
Sayre, Pennsylvania
November 22, 1960

1005152198A

900 Waverly High Students See Film Showing Relation of Smoking, Cancer

During the past ten days, under the auspices of the American Cancer Society, a filmstrip has been shown 26 times to a total of 900 Waverly Senior and Junior High students on "To Smoke or Not to Smoke."

This filmstrip graphically presents significant information regarding the serious and rapidly increasing health problem of lung cancer and the evidence that shows cigarette smoking is a strong causative factor in the disease.

This 15 minute record describes: 1) The keen interest of high school students in the question of whether to smoke or not — as an individual decision; 2) the growing seriousness of lung cancer as a cause of death, and today's low cure rates by surgery; 3) research studies that show the relationship between smoking and lung cancer; 4) the injurious substances in cigarettes and how they affect normal functions of the lungs; and 5) the importance of early detection of lung cancer, the value of yearly checkups — and the best protection of all which is prevention through individual decision to stop smoking or not to take up smoking at all.

BEACON-NEWS
Paris, Illinois
November 15, 1960

Begin Drive To Show Teens Danger From Cigarettes

"To smoke or not to smoke" is the question being asked of teenagers by the American Cancer Society in a state-wide educational program supported by public contributions to the Society.

"A crash program has become necessary," says Sheldon S. Steinberg, Ed. D., Director of Public Education for the Illinois Division of the American Cancer Society, "because of the alarming increase in deaths from lung cancer in recent years."

The Edgar and Clark County Chapters will distribute film strips, literature, exhibits in illustration of this problem at a workshop for Junior and Senior high school teachers of biology, general science and health.

The workshop will be a dinner meeting at Colonial Kitchen, Marshall at 6:30 p.m. Thursday.

Dr. David Illyes of Marshall will address the group with "The Public Health Aspects of Cancer Control". The Director of Public Education of the American Cancer Society, Dr. Sheldon S. Steinberg, will discuss "Smoking, Cancer, and the Adolescent."

Dr. Steinberg says, "I am convinced that when our teenagers look at the evidence their decision will help decrease the number of lung cancer cases in Illinois in the future."

1005152198B

Source: https://www.industrydocuments.ucsf.edu/docs/gfmx0000